Programme Specification: Undergraduate

For students starting in Academic Year 2024/25

1. Course Summary

Names of programme and award title(s)	BSc (Hons) Esports Business Management BSc (Hons) Esports Business Management with International Year (see Annex for details) BSc (Hons) Esports Business Management with Work Placement Year (see Annex for details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years; 4 years with either the International Year or Placement Year between years 2 and 3
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	n/a
Regulator	Office for Students (OfS)
Tuition Fees	**UK students:** Fee for 2024/25 is £9,250* **International students:** Fee for 2024/25 is £21,900** The fee for the international year abroad is calculated at 15% of the standard year fee The fee for the industrial placement year is calculated at 20% of the standard year fee

How this information might change: *Please read the important information at* *http://www.keele.ac.uk/student-agreement/. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.*

* These fees are regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at *http://www.keele.ac.uk/studentfunding/tuitionfees/*

** We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at *http://www.keele.ac.uk/studentfunding/tuitionfees/*

2. What is a Single Honours programme?

The Single Honours programme described in this document allows you to focus more or less exclusively on this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules in other disciplines and in modern foreign languages as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

3. Overview of the Programme

The Esports Business Management programme is a Single honours degree that enables you to specialise in business with applied esports management and marketing skills. The degree will provide you with the knowledge and expertise of the industry, through research-led teaching, guest lectures and industry visits related to sport.

However, this programme will also allow you to gain a specific business understanding, through core and optional modules in the areas of marketing, management, human resource, business law, consumer behaviour and enterprise. The programme has considered and embedded, where suitable, UN Sustainable Development Goals throughout to educate and enhance your knowledge of the impact esports and sport has in this field.

The esports industry is one that is in constant change. This programme creates opportunities to study many of the ongoing and exciting changes within the industry, providing you with a focus on emerging and future trends in the esports world, considering technological advancements, changing consumer and market preferences and dynamics. This includes governance, sponsorship, team management and events. Additionally, this programme studies sport concepts that have been established for a long period of time, but experience rapid and continual changes, this includes sponsorship, politics, fan and community engagement and event planning and delivery and applies them to esports. The core aim of these modules is to provide you with a forward-facing view of the esports industry, with a regular connection between the real esports business world.

A wide range of transferable skills supports specific subject knowledge within this programme, enabling you the opportunity to undertake research, work independently or in a group, manage your time efficiently, interpret and evaluate information and develop your communication (presentation) and writing skills. All these skills are highly valued by prospective employers. Additionally, you will plan and create sports and/or esports events, critically analyse esports organisations and consider the practical and real-life implications for esports business managers.

The programme will prepare you for a range of careers or for progression to further study in related disciplines. The programme is academically rigorous, and delivered in a supportive but challenging learning environment that provides sound foundations that enable you to acquire a range of skills that are highly relevant for either subsequent careers or further study.

4. Aims of the programme

The broad aims of the programme are to enable you to:

- Study business management within the applied settings of esports and sport.
- Develop knowledge and understanding about esports and sports events, including the skills required to plan, deliver, evaluate and reflect upon your own and existing esports and sports events.
- Appraise key decisions undertaken by decision makers within the esports industry. This includes decisions on sustainability, sponsorship, marketing, governance and politics and fan engagement.
- Evaluate developments and current issues in the esports industry, including an appreciation of the impacts these issues could have.
- Effectively and productively use the range of insights available to you, to critically analyse the esports industry, whether that be academic, governmental or marketing insights.
- Develop critical understanding of the impact esports has in the wider global context, whether that be through the events delivered, the stadia and venues they have, the relationships with brands, governments and their fans and communities.

5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to:

- Key marketing and management principles and their application to esports, to support the effective decision making of a wide range of stakeholders related to the esports industry.
- Issues that are relevant and affect or influence the international esports business environment, such as sustainability, sponsorship, governance and fandom.
- Demonstrate knowledge and understanding of the role and impacts of managers, their operations, marketing practices, ethics and strategies on businesses.

Subject specific skills

Successful students will be able to:

- Plan, design, deliver, reflect upon and analyse an esports event, applying essential esports and business principles.
- Apply esports and sport management theory to existing cases to enhance their knowledge and understanding of the esports industry.
- Conduct a critical analysis of the approaches taken by esports organisations, providing recommendations for their future endeavours and consider their practical implications.
- Identify and evaluate the challenges that face contributors (for instance, team managers, governments, team owners and fans) to the esports business management industry.
- Reflect upon their own, and other consumers, engagement with the esports industry, including, but not limited to, their motivations, consumer journeys and engagement.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate using a variety of mediums to a range of audiences.
- Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.
- Work effectively with information technology, literature searches and library resources, including academic and non-academic resources.
- Demonstrate effective skills in problem-solving and analysis.
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.

The Keele Graduate Attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social and ethical awareness.** You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

6. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

- Experiential learning which allows students to apply the knowledge gained.
- Guest lectures and industry days, where students will receive lived experiences and exposure of what the esports industry entails.
- Lectures and interactive lectures.
- Tutorials focus on a range of formative activities, including class discussions, group activities, group or individual presentations, case studies, question and answer sessions, to check understanding and to assist students when preparing for summative assessment.
- Independent study where students are referred to specific materials or asked to research and find information independently, which may extend to undertaking an independent research project under the supervision of an experienced tutor.
- Working in groups on assessments and other activities, in order to develop employment skills.

Apart from these formal activities, students are also provided with regular opportunities to talk through

particular areas of difficulty, and any special learning needs they may have, with their Academic Mentors or module lecturers on a one-to-one basis.

7. Teaching Staff

Keele Business School comprises subject expertise in Esports, Sports, Management, International Business, HRM, Marketing, Finance, Economics and Accounting - professors, readers, senior lecturers, lecturers and teaching fellows. Most staff members have teaching qualifications and those that do not are actively working to attain them. Most staff have PhD qualifications and a number have professional qualifications.

All members of staff seek to ensure that module content represents up to date standards and legislation and reflects current relevant research, including the results of their own research. The school maintains a strong commitment to excellence and innovation in teaching and research. Teaching is informed by research with teaching staff presenting and publishing academic papers at national and international conferences, in books and in internationally ranked journals.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from programme to programme, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are two types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules.

Optional modules include Global Challenge Pathways - a choice of modules from different subject areas that count towards the overall credit requirement but not the number of subject-related credits.

Global Challenge Pathways can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6 (except for the TESOL pathway). **Information about Global Challenge Pathways can be found after the module lists for Level 6.**

Language modules

Students on this programme will also be able to study language modules offered by the Language Centre, as part of a Global Challenge Pathway. You can enrol on either a Modern Language module [more information available at this link] (Semester 1 only) Teaching English to Speakers of Other Languages (TESOL) (Semesters 1 and 2) module (ENL-10053), or the Intercultural Explorer pathway (ENL-10057). See the Global Challenges Pathway information under the module lists for more details.

If you choose the Language Specialist pathway, you will automatically be enrolled on a Semester 2 Modern Language module as a continuation of your language of choice (NB: at Level 6 this is a faculty-funded additional module). Undertaking a Modern Languages module in Semester 2 is compulsory if you wish to continue to the Language Specialist Global Challenge Pathway the following academic year.

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For further information on the content of modules currently offered, please visit:
https://www.keele.ac.uk/recordsandexams/modulecatalogue/

A summary of the credit requirements per year is as follows.

| Year | Compulsory | Optional | |
		Min	Max
Level 4	90	30	30
Level 5	90	30	30
Level 6	75	45	45

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Management in Context	MAN-10018	15	Semester 1
Marketing Principles	MAN-10019	15	Semester 1
Introduction to Sports and Esports Management and Marketing	MAN-10059	15	Semester 1
Sports Event Planning	MAN-10047	15	Semester 2
Professional Development and Digital Footprint	MAN-10053	15	Semester 2
Sports and Esports Consumption	MAN-10061	15	Semester 2

Optional modules	Module Code	Credits	Period
Business Law	LAW-10027	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Academic English for Business Students (2)	ENL-90004	15	Semester 1-2
Foundations of Human Resource Management	HRM-10007	15	Semester 2
Global Business Environment	MAN-10022	15	Semester 2
Consumer Behaviour 1	MAN-10031	15	Semester 2

Level 4 Module Rules

ENL-90003: Open only to non-native speakers of English on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

ENL-90004 Academic English for Business Students (Part 2): open only to NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

NB: Global Challenge Pathways (GCPs) - students have the option of taking a Global Challenge Pathway, which can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6 (except for the TESOL pathway). Information on GCPs is shown under the Level 6 modules below.

Level 5

Compulsory modules	Module Code	Credits	Period
Sports Event Delivery	MAN-20137	15	Semester 1
Professional Development and Employability	MAN-20151	15	Semester 1
Governing Esports	MAN-20153	15	Semester 1
Marketing Research	MAN-20059	15	Semester 2
Digital and Marketing Communications	MAN-20085	15	Semester 2
The Esports Ecosystem	MAN-20155	15	Semester 2

Optional modules	Module Code	Credits	Period
Academic English for Business Students (2)	ENL-90004	15	Semester 1
Consumer Behaviour 2	MAN-20097	15	Semester 1
Cyberpsychology - the psychology of technology and the Internet	PSY-20048	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Social Enterprise and Alternative Organising	MAN-20093	15	Semester 2
Sustainable Sports Business	MAN-20139	15	Semester 2

Level 5 Module Rules

Students must have completed Consumer Behaviour 1 in Level 4 to complete Consumer Behaviour 2.

Students must have completed Sports Event Planning in Level 4 to complete Sports Event Delivery.

ENL-90003: Open only to non-native speakers of English on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

ENL-90004 Academic English for Business Students (Part 2): open only to NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

Level 6

Compulsory modules	Module Code	Credits	Period
Marketing Esports	MAN-30115	15	Semester 1
Esports Team and Player Management	MAN-30129	15	Semester 1
Sports Sponsorship and Partnerships	MAN-30113	15	Semester 2
Professional Development for Business Leaders	MAN-30125	15	Semester 2
Esports Events and Tournament Principles	MAN-30131	15	Semester 2

Optional modules	Module Code	Credits	Period
Advanced Business English Communication	ENL-90005	15	Semester 1
Comparative Business Cultures	MAN-30056	15	Semester 1
Digital Marketing in Practice	MAN-30067	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Academic English for Business Students (2)	ENL-90004	15	Semester 1-2
Managing Diversity - ISP	MAN-30071	30	Semester 1-2
ISP Enterprise Buisness Plan	MAN-30123	30	Semester 1-2
Consultancy Project ISP (Level 6)	MAN-30127	30	Semester 1-2

Level 6 Module Rules

Student must take either MAN-30071, MAN-30123 or MAN-30127

ENL-90003: Open only to non-native speakers of English on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

ENL-90004 Academic English for Business Students (2): Open only to NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

ENL-90005 Advanced Business English Communication: Open only to THIRD-YEAR NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

Global Challenge Pathways (GCPs)

Students have the option of taking a Global Challenge Pathway, which includes one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6. Students who started a Global Challenge Pathway at Level 4 will continue with the same pathway at Level 5. Students joining Global Challenge Pathways at Level 5 can join any pathway (except TESOL). Students at Level 6 will continue with the same Global Challenge Pathway they studied at Levels 4 and/or Level 5.

Global Challenge Pathways offer students the chance to fulfil an exciting, engaging route of interdisciplinary study. Choosing a pathway, students will be presented with a global issue or 'challenge' which directly relates to societal issues, needs and debates. They will be invited to take part in academic and external facing projects which address these issues, within an interdisciplinary community of students and staff. Students completing a Global Challenge Pathway will receive recognition on their degree certificate.

Digital Futures	The Digital Futures pathway offers you the opportunity to take an active role in current debates, cutting-edge research, and projects with external partners, addressing both the exciting potential and the challenges of disruptive digital transformation across all spheres of life.
	Part of a diverse and interdisciplinary pathway community, you will engage in exciting, impactful collaborative project work in innovative formats on areas that matter most to you. Engaged in real-world scenarios as digital citizens, you will expand, deepen, and mobilise knowledge and skills to drive inclusive, empowering, and sustainable change at local and global levels.
	Level 4 Module: **A digital life: challenges and opportunities (GCP-10005)**
	Level 5 Module: Digital World - People, Spaces, and Data (GCP-20005)
	Level 6 Module: Digital Citizenship and Sustainable Futures (GCP-30005)

Climate Change & Sustainability	Through the Climate Change & Sustainability pathway you will develop the skills, understanding and drive to become agents of change to tackle climate change and wider sustainability challenges. You will hear from international partners to learn about climate change and sustainability in different international contexts; lead your own projects to drive real change in your communities; and be part of educating and supporting others to help achieve a more sustainable future. **Level 4 Module: Climate Change and Sustainable Futures: Global Perspectives (GCP-10009)** **Level 5 Module: Climate Change and Sustainability: Action and Activism (GCP-20009)** **Level 6 Module: Skills for Sustainability (GCP-30009)**
Social Justice	The Social Justice pathway is based upon a transformative methodology which centres the student's role as 'agents of change' to reflect upon decolonising and feminist, perspectives on social justice, to forge critical outputs to transform the Sustainable Development Goals. You will develop research and engagement skills with local, national, and international partners from Universities, NGOs, International Human Rights frameworks. You will engage with key societal challenges focused upon the Sustainable Development Goals, to develop an intersectional response from identity-based perspectives on race, gender, sexualities and disabilities. The pathway will allow you to monitor and critically evaluate policies and human rights treaties, and produce and disseminate digitally fluent, international and sustainable project findings. **Level 4 Module**: **Reflections on Social Injustices, Past and Present (GCP-10003)** **Level 5 Module: Strategic Interventions for Social Justice (GCP-20003)** **Level 6 Module: Transforming Social Justice; Global Perspectives (GCP-30003)**
Enterprise & the Future of Work	In order to meet the challenges set out in the UN's Sustainable Development Goals we need to understand the power of enterprise and prepare for the future contexts of work, creativity and disruption. By providing you with the skills, knowledge and understanding of global challenges this pathway will prepare you to be part of future-facing solutions. This module will support you in developing creative, original thinking, allowing you to collaborate on projects that persuade and effect change, setting you up to thrive in future environments of work and innovation. **Level 4 Module: Enterprise and the Future of Work (GCP-10007)** **Level 5 Module: Enterprise and the Future of Work: Collaborate to Innovate (GCP-20007)** **Level 6 Module: Enterprise and the Future of Work: Designing Change (GCP-30007)**

Global Health Challenges	By taking the global health challenge pathway you will develop solutions to improve the health and quality of life for particular people and communities, engaging with these groups to co-design interventions. This pathway will provide you with skills that go beyond a focus on health and will allow you to develop your ability to work in a team and lead change in society. The knowledge, skills and work experience will complement your core degree and enhance your career opportunities and graduate aspirations. **Level 4 Module: Key concepts and challenges in global health (GCP-10001)** **Level 5 Module: Using Evidence to Improve Global Health (GCP-20001)** **Level 6 Module: Working to Improve Global Health (GCP-30001)**
Languages & Intercultural Awareness	Communication within and across cultures is inseparable from language, and development of intercultural awareness can enable you to actively contribute to the shaping of an international future. The Language and Intercultural Awareness pathway allows you to engage in genuine interdisciplinary and international exchange and to understand and explore the link between language, culture and communication. Each of the strands we offer provides you with skills and direct experience for active engagement in working to face global challenges. **The Language Specialist**: Become a specialist in one of our languages and graduate with a degree title that includes '... with competency in (Language)' or '... with advanced competency in (Language)'. **The Language Taster:** Explore a new language every year. **The Certificate in TESOL** (Teaching English to Speakers of Other Languages): *(NB: only available if starting from Level 4)* Enhance your undergraduate degree by studying the Trinity College Certificate in Teaching English to Speakers of Other Languages (TESOL). As an internationally recognised qualification, you can teach around the world, enabling you to travel whilst helping people develop their English Language Skills. You will also develop many transferable skills which will enhance your future employability. **The Intercultural Explorer:** Through an interdisciplinary understanding of intercultural communication - as both an academic discipline and as a tool to promote and engage in global activity, you will explore the concept of culture. Module content and assessments allow you to examine in-depth the role of both culture and language in, for example, the UN sustainability goals. **Modules available:** **The Language Specialist:** Any Semester 1 Language Module (the level at which you enter will be determined by your previous language learning experiences). **The Language Taster:** Any Semester 1 Language Module (the level at which you enter will be determined by your previous language learning experiences) **The Certificate in TESOL (NB: only available if starting from Level 4):** ENL-10053 TESOL 1 ENL-20007 TESOL 2 ENL-30009 TESOL 3 **The Intercultural Explorer:** ENL-10057 The stories we live by ENL-20009 Who do you think you are?

Information on Global Challenge Pathways can be found here:
https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 4

In Year 1 (Level 4) and Year 2 (Level 5) these learning outcomes are achieved in the compulsory modules which all students are required to take. Some of these outcomes may also be achieved or reinforced in elective modules together with other outcomes not stated here. In Year 3 (Level 6) the stated outcomes are achieved by taking any of the modules offered in each semester.

Subject Knowledge and Understanding	
Learning Outcome	**Module in which this is delivered**
Key marketing and management principles and their application to esports, to support the effective decision making of a wide range of stakeholders related to the esports industry.	Sports and Esports Consumption - MAN-10061 Sports Event Planning - MAN-10047
Issues that are relevant and affect or influence the international esports business environment, such as sustainability, sponsorship, governance and fandom.	Sports and Esports Consumption - MAN-10061 Sports Event Planning - MAN-10047
Demonstrate knowledge and understanding of the role and impacts of managers, their operations, marketing practices, ethics and strategies on businesses.	All compulsory modules at this level

Subject Specific Skills	
Learning Outcome	**Module in which this is delivered**
Plan, design, deliver, reflect upon and analyse an esports event, applying essential esports and business principles.	Management in Context - MAN-10018 Marketing Principles - MAN-10019 Sports Event Planning - MAN-10047
Apply esports and sport management theory to existing cases to enhance their knowledge and understanding of the esports industry.	Sports Event Planning - MAN-10047 Introduction to Sports and Esports Management and Marketing - MAN-10059
Conduct a critical analysis of the approaches taken by esports organisations, providing recommendations for their future endeavours and consider their practical implications.	Introduction to Sports and Esports Management and Marketing - MAN-10059 Sports and Esports Consumption - MAN-10061 Sports Event Planning - MAN-10047
Identify and evaluate the challenges that face contributors (for instance, team managers, governments, team owners and fans) to the esports business management industry.	Introduction to Sports and Esports Management and Marketing - MAN-10059 Sports and Esports Consumption - MAN-10061 Sports Event Planning - MAN-10047
Reflect upon their own, and other consumers, engagement with the esports industry, including, but not limited to, their motivations, consumer journeys and engagement.	Sports and Esports Consumption - MAN-10061 Sports Event Planning - MAN-10047

Key or Transferable Skills (graduate attributes)	
Learning Outcome	**Module in which this is delivered**
Communicate using a variety of mediums to a range of audiences.	All compulsory modules at this level
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.	All compulsory modules at this level
Demonstrate effective skills in problem-solving and analysis.	All compulsory modules at this level
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.	All compulsory modules at this level

Level 5

Subject Knowledge and Understanding	
Learning Outcome	**Module in which this is delivered**
Key marketing and management principles and their application to esports, to support the effective decision making of a wide range of stakeholders related to the esports industry.	Governing Esports - MAN-20153 The Esports Ecosystem - MAN-20155 Sports Event Delivery - MAN-20137
Issues that are relevant and affect or influence the international esports business environment, such as sustainability, sponsorship, governance and fandom.	Governing Esports - MAN-20153 The Esports Ecosystem - MAN-20155 Sports Event Delivery - MAN-20137
Demonstrate knowledge and understanding of the role and impacts of managers, their operations, marketing practices, ethics and strategies on businesses.	All compulsory modules at this level

Subject Specific Skills	
Learning Outcome	**Module in which this is delivered**
Plan, design, deliver, reflect upon and analyse an esports event, applying essential esports and business principles.	Sports Event Delivery - MAN-20137
Apply esports and sport management theory to existing cases to enhance their knowledge and understanding of the esports industry.	The Esports Ecosystem - MAN-20155 Sports Event Delivery - MAN-20137 Governing Esports - MAN-20153
Conduct a critical analysis of the approaches taken by esports organisations, providing recommendations for their future endeavours and consider their practical implications.	The Esports Ecosystem - MAN-20155 Governing Esports - MAN-20153
Identify and evaluate the challenges that face contributors (for instance, team managers, governments, team owners and fans) to the esports business management industry.	Governing Esports - MAN-20153 The Esports Ecosystem - MAN-20155 Sports Event Delivery - MAN-20137
Reflect upon their own, and other consumers, engagement with the esports industry, including, but not limited to, their motivations, consumer journeys and engagement.	The Esports Ecosystem - MAN-20155 Sports Event Delivery - MAN-20137

Key or Transferable Skills (graduate attributes)	
Learning Outcome	**Module in which this is delivered**
Communicate using a variety of mediums to a range of audiences.	All compulsory modules at this level
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.	All compulsory modules at this level
Work effectively with information technology, literature searches and library resources, including academic and non-academic resources.	All compulsory modules at this level
Demonstrate effective skills in problem-solving and analysis.	All compulsory modules at this level
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.	All compulsory modules at this level

Level 6

Subject Knowledge and Understanding	
Learning Outcome	**Module in which this is delivered**
Key marketing and management principles and their application to esports, to support the effective decision making of a wide range of stakeholders related to the esports industry.	Esports Events and Tournament Principles - MAN-30131 Marketing Esports - MAN-30115 Sports Sponsorship and Partnerships - MAN-30113 Esports Team and Player Management - MAN-30129
Issues that are relevant and affect or influence the international esports business environment, such as sustainability, sponsorship, governance and fandom.	Esports Events and Tournament Principles - MAN-30131 Marketing Esports - MAN-30115 Sports Sponsorship and Partnerships - MAN-30113 Esports Team and Player Management - MAN-30129
Demonstrate knowledge and understanding of the role and impacts of managers, their operations, marketing practices, ethics and strategies on businesses.	All compulsory modules at this level

Subject Specific Skills	
Learning Outcome	**Module in which this is delivered**
Plan, design, deliver, reflect upon and analyse an esports event, applying essential esports and business principles.	Esports Team and Player Management - MAN-30129 Sports Sponsorship and Partnerships - MAN-30113 Esports Events and Tournament Principles - MAN-30131 Marketing Esports - MAN-30115
Apply esports and sport management theory to existing cases to enhance their knowledge and understanding of the esports industry.	Esports Events and Tournament Principles - MAN-30131 Esports Team and Player Management - MAN-30129 Sports Sponsorship and Partnerships - MAN-30113
Conduct a critical analysis of the approaches taken by esports organisations, providing recommendations for their future endeavours and consider their practical implications.	Marketing Esports - MAN-30115 Esports Team and Player Management - MAN-30129 Sports Sponsorship and Partnerships - MAN-30113 Esports Events and Tournament Principles - MAN-30131
Identify and evaluate the challenges that face contributors (for instance, team managers, governments, team owners and fans) to the esports business management industry.	Sports Sponsorship and Partnerships - MAN-30113 Esports Team and Player Management - MAN-30129 Marketing Esports - MAN-30115 Esports Events and Tournament Principles - MAN-30131
Reflect upon their own, and other consumers, engagement with the esports industry, including, but not limited to, their motivations, consumer journeys and engagement.	Esports Events and Tournament Principles - MAN-30131 Marketing Esports - MAN-30115

Key or Transferable Skills (graduate attributes)	
Learning Outcome	**Module in which this is delivered**
Communicate using a variety of mediums to a range of audiences.	All compulsory modules at this level
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.	All compulsory modules at this level
Work effectively with information technology, literature searches and library resources, including academic and non-academic resources.	All compulsory modules at this level
Demonstrate effective skills in problem-solving and analysis.	All compulsory modules at this level
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.	All compulsory modules at this level

9. Final and intermediate awards

Credits required for each level of academic award are as follows:

Honours Degree	360 credits	You will require at least 120 credits at levels 4, 5 and 6 You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study, to graduate with a named single honours degree in this subject.
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

International Year option: in addition to the above students must pass a module covering the international year in order to graduate with a named degree including the 'international year' wording. Students who do not complete, or fail the international year, will be transferred to the three-year version of the programme.

Work Placement Year option: in addition to the above students must pass a non-credit bearing module covering the work placement year in order to graduate with a named degree including the 'with Work Placement Year' wording. Students who do not complete, or fail the work placement year, will be transferred to the three-year version of the programme.

10. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay

particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **Essays**, including those based on case study material, test the quality and application of subject knowledge. In addition they allow students to demonstrate their ability to carry out basic bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using the Harvard system of referencing
- **Research reports** test a student's knowledge of different research methodologies and the limits and provisional nature of knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy.
- **Blogs and reflections**, where student's ability to identify their own experiences and opinions and display them in a constructive and critical way.
- **Presentations, both individual and group,** assess a student's subject knowledge and understanding. They also test the ability to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- **Portfolios**, where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group.
- **Reports**, where you produce a document that sets out your response to the task, including your recommendations and conclusions.
- **Literature reviews**, where students will be expected to critique the existing academic materials surrounding a named topic.
- **Exams**, in different formats, test your knowledge and understanding of the module. Examinations may consist of essay, short answer, multiple choice questions and computational answers depending on the module.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

Activity

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	17%	83%	0%
Year 2 (Level 5)	16%	84%	0%
Year 3 (Level 6)	14%	86%	0%

12. Accreditation

This programme does not have accreditation from an external body.

13. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: http://www.keele.ac.uk/student-agreement/

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

14. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme: https://www.keele.ac.uk/study/

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

English for Academic Purposes

Please note: All new international students entering the university will provide a sample of Academic English during their registration Using this sample, the Language Centre may allocate you to an English language module which will become compulsory. This will replace any GCP modules. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

English Language Modules at Level 4:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 5:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students

General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 6:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2); ENL-90005 Advanced Business English Communication
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here: https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/

15. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Module tutors are responsible for providing support for learning on the modules. They also give individual feedback on module assessments and more general feedback on examinations.
- Every student is allocated to an Academic Mentor who is responsible for reviewing and advising on students' academic progress.
- Academic Mentors also act as a first point of contact for students on non-academic issues that may affect their learning and can refer students on to a range of specialist health, welfare and financial services co-ordinated by the University's Student Services.
- Student Voice Representatives - provide a focus for issues at module and year level to be raised.

- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.
- All members of teaching staff on the programme are available to see students during office hours, if available, and by appointment.

Placement Tutor: Whilst students will be expected to find their own placements, Keele Business School has a placement officer who will assist in providing support throughout the placement process. However, the placements are not guaranteed. In addition to this, students undertaking the placement degree programme will be provided with an academic tutor, based at Keele. Support offered will ensure the appropriateness of the placement prior to starting the Placement Year, and email/telephone/face-to-face contact throughout the placement at regular intervals.

16. Learning Resources

Teaching takes place in a variety of lecture theatres and tutorial rooms all of which have appropriate audio visual equipment. Copies of set texts are available online as an e-book and/or in the campus library, together with electronic access to a wide variety of relevant academic journals.

All modules make extensive of the Keele Learning Environment meaning that students have access to detailed module materials (lecture notes, tutorial activities, journal articles, practice question banks and so on) anywhere and anytime that they have access to the internet.

17. Other Learning Opportunities

Study abroad (semester)

Students on the programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities. Please note that students cannot take both a Global Challenge Pathway (GCP) and the semester abroad option.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (http://www.keele.ac.uk/studyabroad/partneruniversities/); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele. Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

Study Abroad (International Year)

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the International Year.

Other opportunities

Optional Work Placement Year

Students have the opportunity to apply directly for the 4-year 'with Work Placement Year' degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking their year-long placement. To be eligible for the placement year, students must have a good University attendance record. They must also have passed all Year 1 and Year 2 Semester 1 modules. Students must have met the progression requirements to proceed to their final year of

study prior to commencing a placement.

Students wishing to take the work placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

International students who require a Tier 4 visa must check with the Immigration Compliance Team prior to commencing any form of placement.

A summary of the Work Placement Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the Work Placement Year.

18. Additional Costs

Work Placement Year Costs: Students will be responsible for organising their own placement year, with the support of the placement officer. This allows students to choose when and where to carry out their placement, taking into consideration the potential living and travel expenses, for which they will be responsible. Students are encouraged to consider the potential costs incurred in carrying out the placement at the time of setting these up. Further guidance and support on these considerations is available from the Faculty Placement Officer. All placements need to be paid at least national minimum wage so students will receive an income. During their placement year students only pay 20% of their normal tuition fee. Whilst on placement they are still recognised as a full-time student and therefore have access to all benefits such as council tax reduction and discounts on travel for example. Students who will require an extension to their visa will also incur costs, but this will be dependent on visa status and country. There are no specific additional costs to the programme (e.g. field trips, equipment).

These costs have been forecast by the University as accurately as possible but may be subject to change as a result of factors outside of our control (for example, increase in costs for external services). Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

19. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual National Student Survey (NSS), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students in all three years of the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:
http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/

20. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education: http://www.qaa.ac.uk/quality-code
b. QAA Subject Benchmark Statement: Business and Management (2023) https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-business-and-management
c. Keele University Regulations and Guidance for Students and Staff: http://www.keele.ac.uk/regulations

21. Annex - International Year

BSc Esports Business Management with International Year

International Year Programme
Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele.   Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.   Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.
International Year Programme Aims
In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with: 1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject   2. Experience of a different culture, academically, professionally and socially
Entry Requirements for the International Year
Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.   The criteria to be applied are: • Academic Performance (an average of 55% across all modules in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 55% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 55% requirement may progress to the International Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)   • General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's Academic Mentor, 1st and 2nd year tutors and programme director)   Students may not register for both an International Year and a Placement Year.
Student Support
Students will be supported whilst on the International Year via the following methods: • Phone or Skype conversations with Study Abroad tutor, in line with recommended Academic Mentoring meeting points.   • Support from the University's Global Education Team
Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. Design, plan and critically evaluate research projects with respect to Human Resource Management
5. Record relevant information accurately and systematically and reflect on a range of sources in a critical manner
6. Integrate, apply and develop enhanced principles relating to the analysis of Human Resource Management
7. Recognise, describe and explain cultural phenomena across national boundaries and reflect critically upon problems relating to contemporary society and culture

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

Regulations

Students registered for the International Year are subject to the programme-specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least 40%* in the student's discipline area.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any module with significant overlap to the Level 6 modules they will study on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

22. Annex - Work Placement Year

BSc Esports Business Management with Placement Year

Work Placement Year summary

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Work Placement Year' option (NB: for Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Work Placement Year option.

Work Placement Year Programme Aims

In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with:

1. The opportunity to carry out a long-term placement based learning experience (minimum 30 weeks equivalent of full-time work) between Years 2 and 3 (Levels 5 and 6) of their degree programme.

Entry Requirements for the Work Placement Year

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module (minimum 30 weeks full time (1,050 hours), or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Passed all Year-1 and Year-2 Semester 1 modules
- Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.
- *(International students only)* Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for both an International Year and a Work Placement Year.

Student Support

Students will be supported whilst on the Work Placement Year via the following methods:

- Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.
- Two formal contacts with the student during the placement year: the University supervisor will visit the student in their placement organization at around the 5 weeks afters placement has commenced, and then visit again (or conduct a telephone/video call tutorial) at around 15 weeks into the placement.
- Weekly supervision sessions will take place with the placement supervisor (or his/her nominee) throughout the duration of the placement.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'with Work Placement Year' option will be able to:

1. Evaluate their own employability skills (via a SWOT Analysis) together with an analysis of sector skill demands to create Intended Placement Outcomes in order to develop the skill areas which they have identified as being weak or needing further enhancement Develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes Reflect on and apply academic themes, concepts and theory as explored at Level 4 and Level 5 to complex real situations on work placement Reflect on and critically evaluate their learning from the work placement and previous learning Explain how their chosen professional or placement sector operates and what skills are needed to develop their career.

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (MAN-30068) which involves:

1. the submission of two portfolios of evidence, one at the beginning of the placement (usually after six weeks into the placement) and one at the end of the placement and before the start of their final year of undergraduate studies.

Regulations

Students registered for the 'with Work Placement Year' option are subject to programme-specific regulations (if any) and the University regulations. In addition, during the Work Placement Year, the following regulations will apply:

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated 'Work Placement Year' module (MAN-30068)
- In order to ensure a high quality placement experience, each placement agency will sign up to a placement contract (analogous to a service level agreement).
- Once a student has been accepted by a placement organisation, the student will make a pre-placement visit and a member of staff identified within the placement contract will be assigned as the placement supervisor. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.
- The placement student will also sign up an agreement outlining his/her responsibilities in relation to the requirements of each organisation.

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the organisation; and

(ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Work Placement Year

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement Year can be included in your Student Finance allocation; to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks.

A small stipend may be available to students from the placement provider during the placement but this will need to be explored on a placement-by-placement basis as some organisations, such as charities, may not have any extra money available. Students should budget with the assumption that their placement will be unpaid.

Eligibility for student finance will depend on the type of placement and whether it is paid or not. If it is paid, this is likely to affect student finance eligibility, however if it is voluntary and therefore unpaid, should not affect student finance eligibility. Students are required to confirm eligibility with their student finance provider.

International students who require a Tier 4 visa should check with the Immigration Compliance team prior to commencing any type of paid placement to ensure that they are not contravening their visa requirements.

Version History

This document

Date Approved: 31 May 2024

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes